

Indoor Sports Complex Frequently Asked Questions

This document will be updated periodically

Last Update: 11/18/19

Why does the Janesville community need an indoor sports complex?

- An Indoor Sports Complex would provide a valuable resource for residents and visitors by accommodating local sports and recreation and entertainment events and activities.
- This complex would enhance the ability to drive additional revenue for local sports and recreation programs and facilities by giving them more opportunities to raise funds at their events.
- This facility would generate new economic impact by attracting tournaments and competitions with non-local participants and attendees, who will then spend money throughout the Janesville community, benefitting residents and local businesses. The economic impact will result in increased personal earnings and additional full and part time jobs.
- This facility would also serve as a resource for improving the health, wellness and quality of life of Rock County residents
- An Indoor Sports Complex would be a valued community amenity that will aid in both business and employee retention and attraction.

Aren't these needs being met by the existing Janesville Ice Arena?

The current Janesville Ice Arena is an aging facility and lacks the capacity and amenities necessary to attract tournaments and special events. One sheet of ice does not provide enough practice and performance time for the existing user groups and imposes restrictions on the growth and success of their programs. The flexible space within this facility would also serve to meet community needs for indoor practice and training space for a variety of sports and activities, such as soccer, volleyball, football, baseball, softball and more.

How was the need for a new complex and the proposed facility determined?

The City of Janesville with support from the Janesville Area Convention & Visitors Bureau (JACVB) secured the services of the consulting firm Convention Sports & Leisure (CSL) to conduct an intensive analysis of need and how to best fulfill that need (Feasibility Study). CSL conducted local in-person outreach to 75 individuals with follow-up phone interviews, met with both local and non-local user groups and made phone calls to 20 potential league/tournament organizers. CSL also conducted a web-based survey.

A second firm, C.H. Johnson Consulting, was also engaged to verify the demand and financial assumptions in the initial study, confirm the market demand, develop a detailed business plan and recommend the viability of proposed programming.

How was the community survey administered?

The survey was administered October 4 – October 19 of 2018 and resulted in 1,435 responses. The survey was distributed through the newspaper, the JACVB website and to the 3,000 e-newsletter subscribers, the Forward Janesville e-newsletter, the City of Janesville website, and many stakeholders' websites (School District of Janesville, Janesville Jets, Janesville Youth Hockey and Janesville Figure Skating Club).

What did the survey tell us?

The survey resulted in a 191-page results document. Eighty-eight percent (88%) of the respondents felt that current facilities do not have enough space to meet local needs. Ninety percent (90%) agreed that the Janesville Ice Arena is outdated. Ninety-two (92%) agreed that current facilities limit Janesville's ability to attract major events and tournaments. Forty-three percent (43%) of respondents need to leave Janesville for suitable facilities for regular training, practices or leagues. Complete survey results can be viewed on the City's website.

What were the overall conclusions of the Feasibility Report and Business Plan?

While there were some differences between the studies, the overall conclusions included:

1. Measurable unmet need exists for a new indoor sports and recreation facility.
2. The strongest need appears to be for ice facilities.
3. The current Ice Arena is not sufficient to accommodate current and future demand.
4. Demand exists for additional Indoor Sports/Recreation space.
5. Any new facility should maximize flexibility.
6. The preferred locations included: I90 Proximity or Downtown and ultimately the Janesville Mall.
7. A facility should be 100,000-125,000 square feet on 7.5 acres.
8. A public-hybrid model with focus on community usage and regional tournament programming (City ownership and management).
9. Construction Costs are estimated to be between \$29-\$33 million.
10. The facility would have an annual operating profit in a stabilized year.
11. There would be significant economic impact, growth in personal income and employment.

What would the economic impact be for the Community?

Annual economic impact is estimated to result in total economic output of \$5.7-\$17 million; personal earnings growth of \$2-\$6.6 million and an additional 61-171 full and part-time jobs. Economic output includes direct spending on items such as hotels, meals, leisure and shopping, as well as the spending on the supply of goods and services and increased spending due to increases in personal income.

The one-time economic impact of constructing a facility is estimated to generate nearly \$19 million of total spending and \$6.8 million of increased earnings in the local economy.

How was the economic impact determined?

Economic impact was based, in part, on the ability to host 200 events at the new facility. These events would include regional and national tournaments, local tournaments, camps, clinics, consumer shows and special events. Currently, Janesville's largest event space is 12, 000 square feet. The flex space proposed is 20,000 square feet and would allow Janesville to host new shows and events that could not be held in Janesville previously. Peak tournament months would be October through May, traditionally a slower time for Janesville hotels. Total attendance at these events would reach 200,000 and result in 18,000 additional room nights in the Janesville Community.

What does the proposed facility include? Is it just an ice arena?

The proposed market supportable facility includes one sheet of permanent ice, one sheet of removable ice, and 20,000 sq. ft. flex space, and other amenities. Amenities include upgraded and expanded concessions, pro-shop, locker and party rooms. The flexible space and second rink would use turf, sport court and/or hardwood to accommodate a full range of indoor sports.

- ✚ Main Rink
 - 200' X 85'
 - 1,600 Seats
 - Year Round Ice
- ✚ Secondary Rink
 - 200' X 85'
 - Seating for 250
 - Seasonally Removable
- ✚ Flex Space
 - 20,000 sf
 - Indoor Turf, Hard Courts, Etc.
- ✚ Amenities
- ✚ Parking – 700 Spaces



The photo depicted is of the Champion Center in the Fox Cities. The actual design for Janesville would be site specific.

What are the program opportunities on the flexible space?

The flexible space areas could allow for multiple types of sports and recreational uses:

Turf

Baseball, Softball; Bocce; Cornhole (Bags); Flag Football; Football; Ga Ga Ball; Handball; Indoor Play Space; Kubb; La Crosse; Obstacle/Agility Space; Open Gym; Soccer; Spikeball; Strategy Games; Whiffleball

Hard Court

Bad Minton; Baseball; Basketball; Box La Crosse; Cornhole (Bags); Dodgeball; E-Sports; Fencing; Flag Football; Floor Hockey; Futsal; Ga Ga Ball; Handball; Indoor Play Space; Obstacle/Agility Space; Open Gym; Pickleball; Ping Pong/Table Tennis; Recreation Programming Space; Roller Skating; Shuffleboard; Softball; Spikeball; Strategy Games; Ultimate Frisbee; Vendor Fairs, Conventions & Events; Volleyball; Whiffleball

How was the preferred site selected?

The City issued an RFP for potential privately owned sites and reviewed city owned sites meeting minimum site size of 7.5 acres.

Site location is critical to the placement of an indoor Sports Complex; particularly in its ability to attract non-residents to the area and stimulate greater economic benefit to the community. The following criteria were identified:

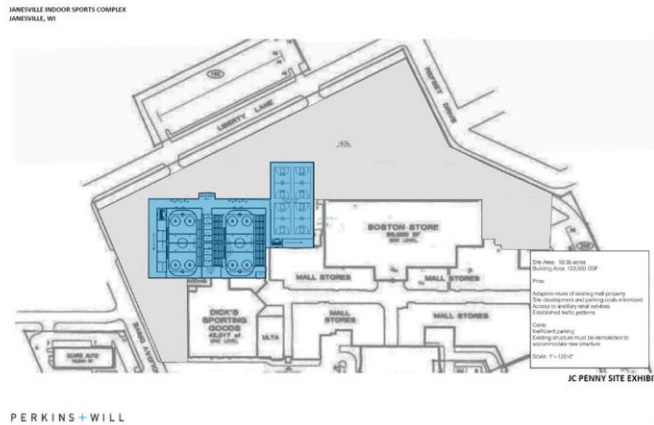
- Site Suitability including acreage, access, infrastructure, environmental issues
- Availability of Supporting Business including restaurants, retail, entertainment, hotels
- Community Surroundings including neighborhood compatibility, space for complementary development, traffic flow, ingress/egress, proximity to public transit
- Compatibility to City's Strategic Goals
- Costs

Has a site been selected?

Following input from the Janesville Community, Indoor Sports Complex Steering Committee, Parks and Recreation Advisory Committee and Janesville Plan Commission, the City Council has identified the Janesville Mall as the preferred location. Land adjacent to the Youth Sports Complex has been identified as a secondary option should the mall site become unavailable or negotiations be unsuccessful.

Can you tell me more about the Mall location?

The site could be redeveloped as below. Advantages of this location include: connection to adjacent businesses, proximity to I90/39 and Hwy 14; sufficient traffic infrastructure, public transportation connection and parking; adaptive re-use of the mall property; and cost of acquisition (\$1). Disadvantages could include an inefficient parking layout and demolition costs.

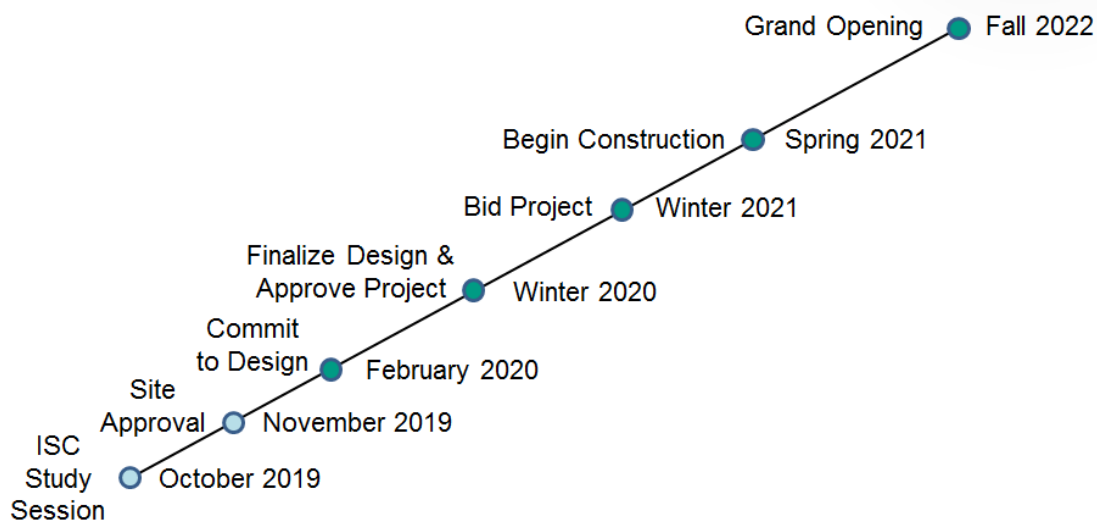


How will the project be paid for?

Costs for the project construction would be a public private partnership, with a combination of private contributions/donations, grants and City borrowing.

What are the next steps?

The tentative timeline for the project is outlined below:



Where can I find more information on the proposed Indoor Sports Complex?

www.ci.janesville.wi.us/indoorsportscomplex